

Montana Main Street 2009 Program Application

Application due July 1, 2009

Application submitted by

Community

Date



Montana Main Street
Montana Department of Commerce
Business Resources Division
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I. INTRODUCTORY QUESTIONS

1. Name of community
2. Is your community an incorporated municipality?
3. Name of county
4. Name of applicant organization
5. How long has this organization existed?
6. City population: 2000_____ Current:_____
7. County population: 2000_____ Current:_____
8. What is the size of your local labor force? (Cite source.)
9. What is the local unemployment rate? (Cite source.)
10. County median household income
11. Name the five largest employers in your community, and how many people they each employ.
12. What is the total tax based of the proposed Main Street district? \$_____

II. DEVELOPMENT HISTORY

1. Briefly describe how your community's economy has developed over time. What industries were responsible for its growth? Does it still depend on that industry(ies)? If yes, to what extent? If not, what has replaced it?
2. How have the changes in the local economy affected your downtown's business district?
3. Please list your community's greatest civic and cultural assets.
4. Please describe your community's greatest liabilities.

III. COMMUNITY SUPPORT

1. How will the **public** sector participate in the Main Street community? Describe what role the city and/or county will have.
2. How will the **private sector** participate in the local Main Street program? In other words, what other organizations in your community have downtown revitalization as part of their agenda? Discuss anticipated participation by downtown

3. Please list any major community improvement or economic development projects undertaken in the last 10 years. What were they? Why were they done? Did they fulfill expectations? Which organization(s) oversaw the project(s)? How were they funded?
4. List the organizations currently involved in promoting, marketing, and revitalizing the downtown business area in your community. What activities or events do they sponsor? Which organizations have paid staff?
5. How have you informed other organizations and civic groups about the Main Street program? Explain your public relations efforts and the community's response.
6. Why do you think your organization would be a successful Main Street program?
7. List the five most important goals of your Main Street program. List under each goal two specific projects that could be accomplished within the first three years.
8. How did you arrive at these goals?

IV. ORGANIZATIONAL CAPACITY

1. Briefly describe past volunteer efforts in your community that illustrate your community's volunteer ethic.
2. Briefly explain the proposed structure of the Main Street program board, committees, and volunteers. Will the program be housed in a new or existing organization? Describe the organization's mission, tax status, and structure.
3. Please list the names of the people who will be on the independent Main Street program board of directors and the businesses or organizations they represent.
4. What will be the role of your local Main Street executive director? To whom will this person be accountable? Will the director be full time or part time?

V. HISTORIC PRESERVATION ETHIC

1. List the buildings in your downtown, if any, that are listed on either the National or State Register of Historic Places or Sites.
2. List other sites or structures in your downtown that are considered worthy of possible historic designation.

3. Describe the general age, architectural style, and condition of the buildings in the proposed Main Street district.
4. List the organizations in your community, if any, that are involved with the preservation of historic commercial buildings.

VI. CHARACTERISTICS OF DOWNTOWN BUSINESS DISTRICT

1. Does your community have a:

- a. Tax increment financing district? Yes_____No_____Date adopted_____
- b. Business Improvement District: Yes_____No_____Date adopted_____
- c. Building code ordinance: Yes_____No_____Date adopted_____
- d. Zoning ordinance: Yes_____No_____Date adopted_____
- e. Design review ordinance: Yes_____No_____Date adopted_____
- f. Hotel/motel tax: Yes_____No_____
- g. Historic preservation plan Yes_____No_____Date adopted_____

2. Physical profile:

- a. Number of commercial buildings downtown:_____
- b. Number of completely vacant buildings downtown:_____
- c. Number of buildings downtown with only upper floors vacant:_____
- d. The number of housing units in downtown buildings: _____
- e. Number of parking lots downtown:_____
- f. Number of on-street public parking spaces downtown:_____
- g. Percentage of buildings downtown that are locally owned:_____
- h. Percentage of buildings downtown with out-of-town owners:_____
- i. Describe the condition of your downtown's infrastructure (water, sewer, storm sewers, electrical, gas, etc.)_____
- j. Describe the condition of your downtown's transportation infrastructure (streets, sidewalks, parking facilities, public transportation, etc.)_____
- k. Describe the condition of your downtown's public facilities (public buildings, parks, recreational facilities, etc.) _____
- l. Describe the condition of your downtown's buildings (commercial, residential, and industrial)_____

3. *Usage profile:*

- a. Total number of businesses downtown:_____
- b. Number and type of government buildings (federal, state, or municipal) downtown:_____
- c. Number and type of religious and institutional structures downtown (museum, hospital/clinic, church, etc.)_____
- d. Number and type of business downtown: (*See table below*)

Type of business	Number of businesses
Financial institutions	
Insurance	
Real estate	
Restaurants/bakeries	
Department stores	
Grocery stores	
Apparel/clothing/shoes	
Jewelry	
Auto	
Hardware	
Gifts/cards	
Medical offices	
Law offices	
Accounting/tax offices	
Pharmacies	
Office supplies	
Florists	
Hotel/motel	
Hair styling/barbers	
Specialty shops	
Laundry/dry cleaners	

VII. BUDGET

In order for a Main Street program to succeed, a significant funding commitment must exist. At a minimum, the budget must cover the expenses for a part-time executive director's salary, benefits, rent, utilities, computer and software, office supplies, and projects for the four committees. A variety of funding sources should be used, ideally from municipal government, downtown business and property owners, financial institutions (Community Reinvestment Act funds), memberships, fundraisers, etc.

Expenditures	Year One	Year Two	Year Three
Exec. Director's salary			
Exec. Director's benefits			
Rent			
Utilities			
Computer/printer			
Telephone			
Office supplies			
Printing/copying			
Postage			
Dues, subscriptions			
Advertising/promotion			
Insurance			
Accounting/legal fees			
Contingency			

Sources of Income, Services, and Donations

Source	Year One	Year Two	Year Three
Business contributions			
Corporate contributions			
Individual contributions			
City/county government			
Fees for services			
Fundraising events			
In-kind donations			
Grants			
Other			
<i>Total income</i>			

VIII. REPORTING OF KEY STATISTICS

To document and track the success of the program, Montana Main Street requires the submission of regular quarterly reports. These reports request information about new jobs created, new businesses, volunteer hours, number of building rehabilitation and new construction projects and dollars invested, number of public improvement projects and dollars invested, number of new housing units created, etc.

Submission of this application indicates your agreement to the reporting requirements.

IX. NATIONAL MAIN STREET NETWORK MEMBERSHIP

Membership in the National Main Street Network gives the community access to a wealth of information and resources on downtown revitalization. Network membership currently costs \$195.

Submission of this application indicates your agreement to joining the National Main Street Network and providing Montana Main Street with a membership I.D. number.

Note: Montana Main Street will pay for the membership for the first year. Thereafter, it will be the local community's responsibility.

ATTACHMENTS

1. Certification of Applicant Organization (must be notarized).
2. List of individuals who prepared the application. This list must contain the name of the contact person, his/her title or affiliation, mailing address, daytime phone number, and signature.
3. One city street map that outlines the proposed Main Street district, and historic districts or tax increment financing districts, if applicable.
4. Ten (10) photos (5x7 or larger) that represent the visual essence of the district's streetscape and the variety of structures in the district. Show representative types, styles, and uses. If your community has buildings on the National Historic Register, please include these buildings as part of the 10 required photos.
5. A timeline that realistically shows when a board of directors will be put together, when an executive director will be hired, and when volunteers for the four committees (organization, promotions, design, and economic restructuring) will be recruited.
6. One (1) copy of any existing promotional brochure of your downtown.
7. A copy of the community's annual promotional calendar or list of events.
8. Letters of financial commitment from local government, financial institutions, businesses, and individuals that indicate how much financial assistance is pledged or in-hand to operate a Main Street program. Cash or in-kind donations are considered income.
9. A letter indicating intent to hire a paid Main Street executive director from your city council and the new or existing organization designated to serve as the governing body for the local Main Street program and staff. The paid director must be hired for a minimum of 20 hours per week.
10. A copy of a resolution of support passed by the City Council.
11. A copy of a resolution of support adopted by the Chamber of Commerce, downtown merchant's organization, and/or economic development group.
12. Letters from business people and individuals to participate in the Main Street program.

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Certification of Applicant Organization

The following represents a joint application for participation in the Main Street Program.

I hereby certify that the city of _____

submits, approves and endorses the submission of this application and that the facts and data contained therein are true and accurate.

(Signature of Mayor)

(Date)

I hereby certify that _____
(Name of non-profit organization OR applicant)

submits, approves, and endorses the submission of this application and that the facts and data contained therein are true and accurate.

(Signature of President)

(Date)

2009 Program Application Community _____

List of Individuals Who Prepared the Application

This application was prepared by and with the cooperation of:

Name	Title/Affiliation	Mailing Address	Daytime Telephone	Signature
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
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